2020 Census
Program Management Review

2015 Census Testing Objectives

Jill O'Brien
2020 Census Test Coordinator

June 6, 2014

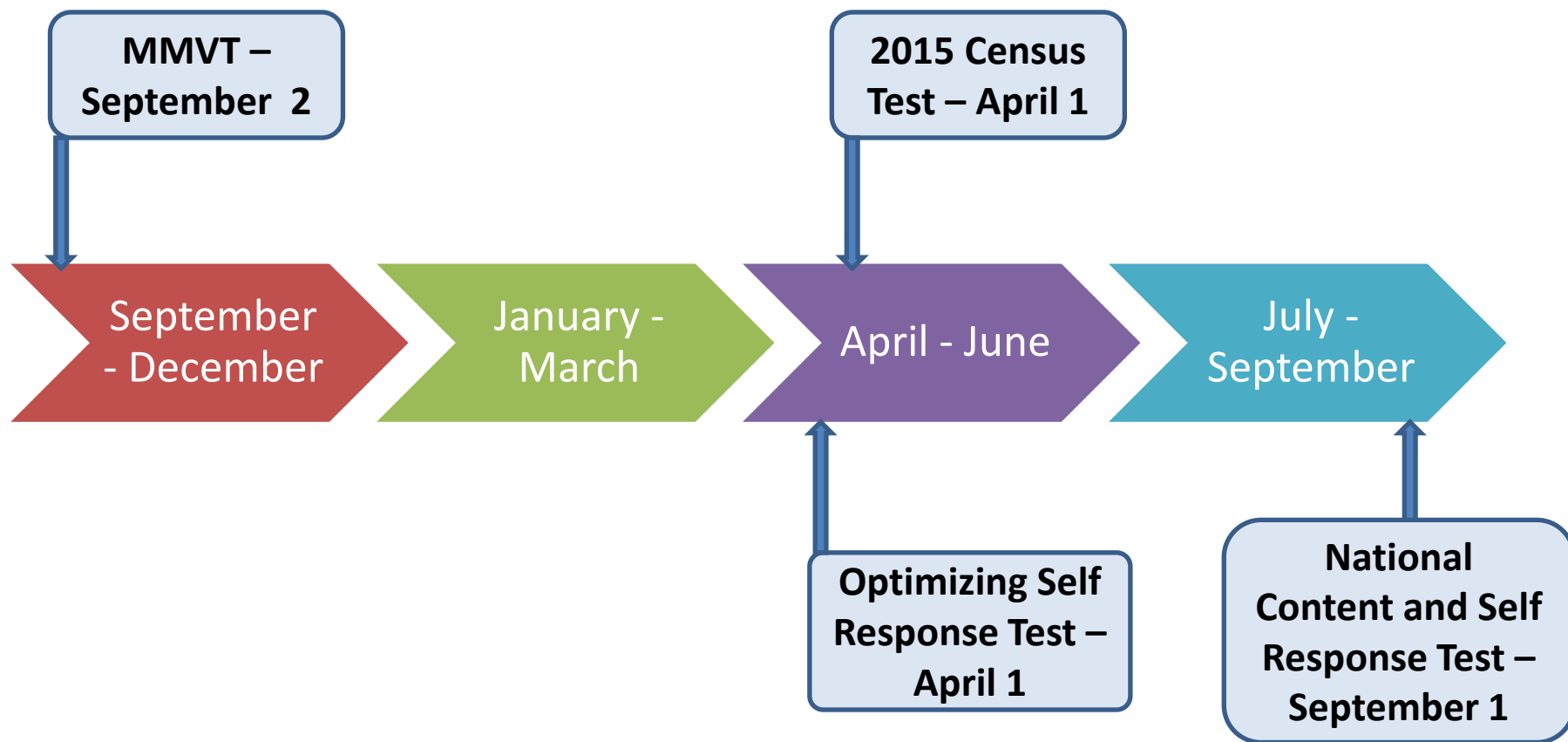# Purpose of Testing Activities

- Prove in the major design decisions for the 2020 Census

- Authenticate new methodologies, ensure that the quality of data is maintained, and to quantify cost savings

- Utilize the advantages of planned automation and available real-time data to transform the efficiency and effectiveness of data collection operations

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2015 Testing Project Areas

- **High-level objectives included in the 2015 testing activities:**
  - MAF Error Model (MEM)
  - Automating Field Activities
  - Optimizing Self-Response
  - Language Research
  - Non-ID Processing
  - Nonresponse Follow-up (NRFU) Design and Operations
  - Privacy and Confidentiality
  - Contact Frame
  - Administrative Records Modeling
  - Census Commercial Mobile Device

2015 Census Testing Objectives Timeline

MMVT – September 2

2015 Census Test – April 1

| September - December | January - March | April - June | July - September |

Optimizing Self Response Test – April 1

National Content and Self Response Test – September 1

Overview of Testing Activities

- Master Address File (MAF) Model Validation Test (MMVT)
- 2015 Census Test
- Optimizing Self-Response Test
- National Content and Self Response Test

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MAF Model Validation Test Major Design Decision Questions

- What level and location of target address canvassing will we do?

- How can we best balance cost and quality associated with a targeted address canvassing (TAC)?

- How can we use geographic and statistical models and operations to maintain and update the Master Address File (MAF) before and during the Census?

- How will MAF Coverage Assessment support the 2020 Census program?

MAF Model Validation Test Basics

- Conduct a national-level model evaluation test

- Enable us to develop and test the use of statistical modeling to:
  - Measure error in the MAF during the decade
  - Identify areas for the 2020 address canvassing operation

- Begin to assess geographic approaches for these activities

- Field operations, September – December 2014

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MAF Model Validation Test Activities

- Compare outcomes in field with predictions based on the statistical models

- Examine results in blocks with no addresses

- Investigate data from aerial imagery and other geographic sources
  - To select blocks for targeting
  - For some blocks, to identify portion(s) to be targeted

2015 Census Test
Major Design Decision Questions

- What is the concept of operations for reengineered field infrastructure?

- How will we reengineer the field organizational structure deployed to support decennial field operations (including staffing and management ratios)?

- To what degree can we use administrative records to enumerate non-responding housing units in place of in-person enumeration?

- How do we tailor field procedures for in-person enumeration to reduce operational costs?

2015 Census Test

- Reengineer the roles, responsibilities, and infrastructure for field operations

- Utilize the advantages of technology, automation, and real-time data to transform the efficiency and effectiveness of data collection operations

- Use of adaptive design and administrative records to determine housing unit status and contact strategies

- Planned for an April 1, 2015 Census Day

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Optimizing Self-Response Test Major Design Decision Questions

- What are the expected overall rates of self-response and response via the Internet?

- What is the approach for managing non-ID response via the internet and how are non-ID respondents validated to mitigate fraud and duplication risks?

- What are the best notify-contact-remind strategies and timing by mode and by demographic/geography?

Optimizing Self-Response Test

- Continue testing pre-registration and non-ID response to determine if we can optimize self and Internet response rates

- Research how advertising, outreach, and promotion can engage and motivate respondents for action

- Planned for an April 1, 2015 Census Day

Questions

- Send questions to the email address below.

  census.2020.program.management.review@census.gov